



# 2020 Census Congressional Partnership Playbook

**2020CENSUS.GOV**  
DECEMBER 2019

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your future  
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United States®  
**Census**  
**2020**

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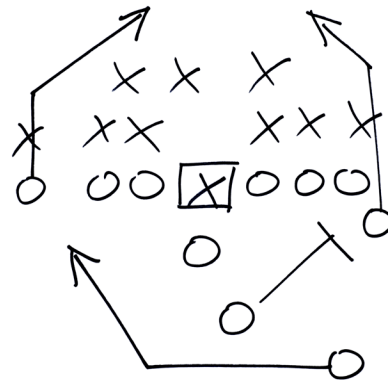
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## USING THIS PLAYBOOK

Thank you for supporting the 2020 Census. Your assistance is essential in informing constituents about the 2020 Census and spreading awareness about temporary job opportunities with the U.S. Census Bureau.

Your 2020 Census Congressional Partnership Playbook contains information about the census, social media guidance and Public Service Announcement (PSA) resources that will help you reach out to constituents and increase their awareness of the 2020 Census and 2020 Census jobs.

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## 2020 CENSUS FAST FACTS

- As mandated by Article 1, Section 2 of the U.S. Constitution, our country gets one chance each decade to count its population. The U.S. Census Bureau counts everyone living in the United States. Where there are more people, there are more needs and if people aren't counted it will impact the flow of funding into communities for critical programs and services.
- Census data determines representation in Congress and determines how funds are spent in communities on things like roads, schools, and hospitals.
- The 2020 Census will use a new design that incorporates online and phone response options in addition to the traditional paper option. The online response option allows people to respond on their desktop computers, laptops, smartphones, or tablets.



### Here's how the census helps you and your community:

- Communities use the information to plan bus routes, draw school district boundaries, and offer community services.
- Businesses use census data to decide where to put a store, office, or plant. These new locations create jobs and support the community's economy.
- Businesses use the information to determine what to sell in their stores so communities get what they need.
- The information helps your community receive funding from the federal government.



## 2020 CENSUS OUTREACH

The 2020 Census outreach objective is to motivate everyone living in the United States to respond to the 2020 Census in the mode they prefer—online, by phone, or by mail. Our outreach efforts are strategically aligned with the three phases of the **2020 Census Paid Media Campaign**. Below is a description of each phase.



### Phase 1: Awareness/Education

(January 14, 2020 through March 12, 2020)

This phase will build immediate awareness and provide educational information. Both traditional and non-traditional media channels will be used to reach as many people as possible to increase awareness of the upcoming 2020 Census and prepare people to respond.



### Phase 2: Motivation/Participation:

(March 13, 2020 through May 12, 2020)

This phase will inspire and motivate the public to complete the 2020 Census form. It will begin with the launch of the response website and the first mailing of the paper forms.



### Phase 3: Reminder/Nonresponse Follow Up:

(May 13, 2020 through June 28, 2020)

This phase will continue to remind people to respond to the 2020 Census, as well as support census takers as they go door-to-door to count households that have not yet responded.

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## SOCIAL MEDIA GUIDANCE

Thank you for helping us spread the word about the 2020 Census and our recruiting efforts. Your trusted voice can make a difference and help us educate your constituents about the 2020 Census and employment opportunities. The tips below and sample social media content on the next page will help you inform the public about the census and the temporary positions that need to be filled.



### Census Bureau Specific Tips

When posting any of this content to social media, tag us using “@uscensusbureau” to create a live link to our social media page where constituents can find more information.

In addition, you can visit our social media pages to share our posts by clicking the “Share” or retweet button. This action will link to our page and post the selected content to your social media timeline.

We encourage you to share our social media posts relevant to your audience. Don’t forget to tag us in your census-related posts so that we’re notified when you’re posting 2020 Census messaging and we can help respond to any questions from constituents. Use the hashtags **#2020Census** and **#2020CensusJobs** when applicable so users can easily find messages related to the 2020 Census and 2020 Census jobs.

Let your constituents know they can visit the Census Bureau’s Facebook page to comment on a Facebook post with their question, or send us a message. On Twitter, they can tweet their questions at @uscensusbureau.

### Census Bureau Online Properties for Reference

- **Facebook page:**  
*[www.facebook.com/uscensusbureau](https://www.facebook.com/uscensusbureau)*
- **Twitter timeline:**  
*<https://twitter.com/uscensusbureau>*
- **YouTube page:**  
*<https://www.youtube.com/uscensusbureau>*
- **2020 Census website:**  
*[2020census.gov](https://2020census.gov)*
- **2020 Census jobs website:**  
*[2020census.gov/jobs](https://2020census.gov/jobs)*



## SOCIAL MEDIA CONTENT

Here are sample posts you can use and personalize on any of your social media channels to promote the 2020 Census and our jobs and recruiting efforts. Choose a message that best fits your audience and customize it as necessary using your own voice. Your voice adds authenticity to the content and humanizes the message.



### 2020 Census Recruitment Content

We need your help promoting 2020 Census jobs **now through March 2020**. The sample content below focuses on jobs and recruitment.

You can find additional recruitment information in the [2020 Census Recruitment Toolkit](#).

### 2020 CENSUS JOB POSTS (NOW—MARCH)

You can shape our community's future by getting involved and helping the #2020Census count everyone. Apply for a temporary job online at [2020census.gov/jobs](https://2020census.gov/jobs).  
#ApplyToday #2020CensusJobs

You can make a difference in our community! Thousands of people are being recruited by the @uscensusbureau to be census takers in our state. Learn more and apply for a temporary #2020Census job at [2020census.gov/jobs](https://2020census.gov/jobs). #ApplyToday #2020CensusJobs

Help shape the future of our state—for you and future generations by applying for a temporary #2020Census job. You can learn more and apply online at [2020census.gov/jobs](https://2020census.gov/jobs). #ApplyToday #2020CensusJobs

The @uscensusbureau is hiring census takers to work in their own communities. You can make a difference, help your community and earn extra income for doing it. Apply online at [2020census.gov/jobs](https://2020census.gov/jobs). #ApplyToday #2020CensusJobs

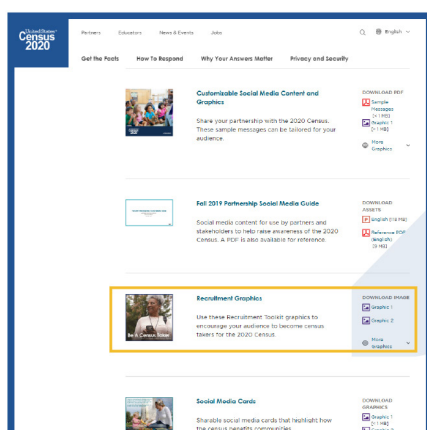
The @uscensusbureau is recruiting for #2020CensusJobs. Be a census taker and help our community while getting paid. To learn more and apply, visit: [2020census.gov/jobs](https://2020census.gov/jobs). #ApplyToday

You can make a difference and help our community by applying for a temporary #2020Census job. The results make a real difference for our state. Apply online at [2020census.gov/jobs](https://2020census.gov/jobs)! #ApplyToday #2020CensusJobs

### Recruitment graphics

You can download approved recruitment graphics at [go.usa.gov/xpKur](https://go.usa.gov/xpKur). See example below.

Outreach Materials page



Example graphic



Click "More Graphics" for drop down selection of additional graphics.

## 2020 Census Awareness Content

We encourage you to post awareness content from **January through March 2020**. The sample content below focuses on enhancing public awareness of the 2020 Census and why it is important for your state and local communities.

### 2020 CENSUS AWARENESS POSTS (JANUARY–MARCH)

Every ten years, the @uscensusbureau is responsible for conducting the nationwide census. Responses to the #2020Census will shape how more than \$675 billion in federal funding is distributed annually to our communities. Learn more at 2020Census.gov.

The #2020Census counts everyone who lives in your home and sleeps there most of the time. Governments and businesses use census results to plan new investments, services, and jobs. Learn more about it at 2020Census.gov.

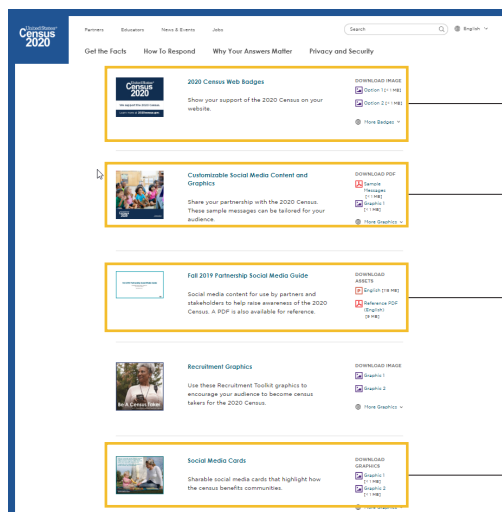
The #2020Census counts everyone living in the United States. Your response shapes decisions about how public funds are spent for schools, fire and emergency services, and healthcare for our communities. Find out more at 2020Census.gov.

Census data, collected every 10 years, determines your representation in Congress and is used to draw school and voting districts. Additionally, responses are confidential and protected by law. For more info, visit: 2020Census.gov.

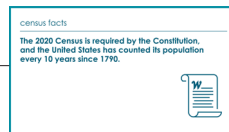
## Awareness graphics

You can download various approved 2020 Census graphics and assets at [go.usa.gov/xpKur](https://go.usa.gov/xpKur). See the yellow highlighted resources and examples below.

Outreach Materials page



Example graphics



## PUBLIC SERVICE ANNOUNCEMENTS (PSA)

The Census Bureau provides resources to help ensure Members of Congress have the tools they need to effectively engage their communities. PSAs are an effective way to educate the public about the importance of the 2020 Census and why participation matters.

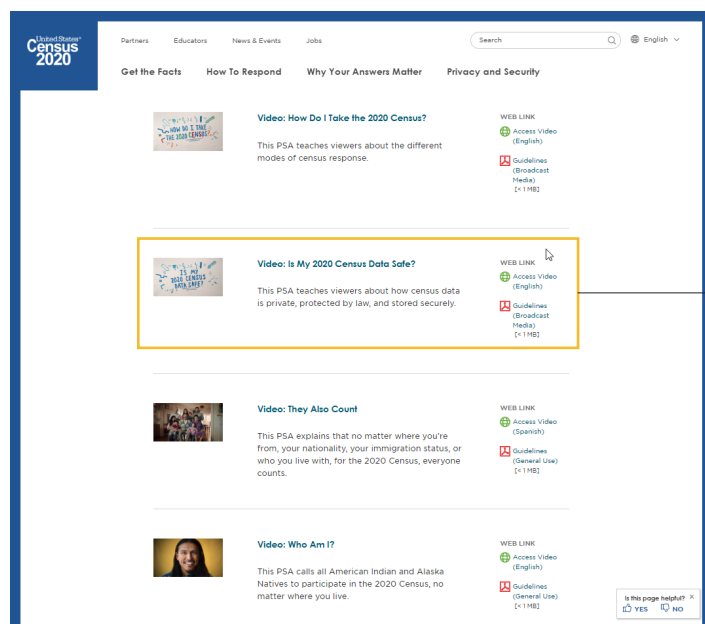
The full Census Bureau **PSA Toolkit** is available for use at [2020census.gov/en/partners/psa-toolkit](https://2020census.gov/en/partners/psa-toolkit).

### Video PSAs

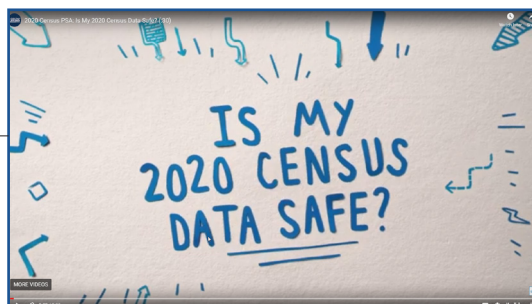
The PSAs are designed for various audiences. We encourage you to share our video PSAs on social media—they can also be aired during unpaid or donated TV and online spots.

You can download approved 2020 Census video PSAs at [go.usa.gov/xpdQZ](https://go.usa.gov/xpdQZ). See example below.

PSA Toolkit page



Example PSA





## PSA Scripts for Elected Officials

Following are two samples of PSA scripts designed for federal, state, and local elected officials. Text in red is meant to be customized for the individual speaking in the PSA.

The entire **PSA Scripts for Elected Officials** document is available for download, [here](#).

### PSA #1 Anyone Can Shape the Future (30 seconds)

You don't need to be an inventor, a scientist, or a Member of Congress to shape the future of your community.

You just need to be someone who cares about your community. By being counted in the 2020 Census, you will help inform funding for local school programs, emergency services, and roads\* in our community.

We all count, and we all get to shape our future by participating in the 2020 Census.

Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov)

\*Alternative benefits to be used as needed: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks, after school programs and school lunch programs.

### PSA #2 Make a Difference (60 seconds)

I care about (name of community).

And every day I meet others who care about our community as much as I do.

They often ask, "What can I do to make a difference?"

This year, the answer is easy. You can make a difference by participating in the 2020 Census.

That's because the census informs how billions of dollars are allocated every year to health clinics, schools, affordable housing, and hundreds of other critical services and programs that make a difference in our lives every day.\*

It only takes a few minutes, but the impact will be felt for years.

When you receive an invitation from the U.S. Census Bureau, complete the simple form online, by phone, or by mail.

And the census only occurs once every ten years, so don't miss out on your chance to make a difference.

Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov)

\*Optional additional tangible benefits to note: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks, after school programs and school lunch programs.

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## 2020 KEY MESSAGES AND TALKING POINTS

### The 2020 Census counts everyone.

- The 2020 Census counts everyone who lives in the United States.
- The Census is required by the U.S. Constitution.
- The 2020 Census counts everyone, including children and newborn babies.



### The 2020 Census is important.

- Your response shapes decisions about how public funds are spent for schools, fire and emergency services, and healthcare for your community.
- Responses to the 2020 Census shape how more than \$675 billion in federal funding is distributed annually to local communities.
- 2020 Census results determine how many seats your state gets in Congress.

### Get involved to ensure everyone is counted.

- You can shape your community's future by getting involved and helping the 2020 Census count everyone.
- The Census Bureau is hiring hundreds of thousands of people across the country and U.S. territories to serve as census takers and to help spread the word about the importance of the 2020 Census.



### Your response to the 2020 Census is safe and secure.

- Your response to the 2020 Census is confidential and protected by law.
- The Census Bureau has strong security measures in place to safeguard against cyber threats.
- Your responses will not be shared with immigration or law enforcement agencies.

### It's easy to respond.

- For the first time, you can respond online, by phone, or by mail.
- Filling out the 2020 Census is quick and easy.

### Respond to the 2020 Census. Your response matters.

- Respond online, by mail or by phone.
- Help shape the future of your community—for you and future generations.
- Your response helps shape decisions about how public funds are spent for schools, fire and emergency services, and healthcare for your community.



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## CONTACT US

### Congressional Affairs Office

If you have additional questions about the playbook, please reach out to the Census Bureau Congressional Affairs Office: **301-763-6100** and **cao@census.gov**.

### Regional Offices

For local U.S. Census Bureau information or questions, you can also contact our regional offices listed below.

- ***Atlanta Regional Office***  
**Phone:** (404) 730-3832 or 1-800-424-6974  
**E-mail:** Atlanta.Regional.Office@census.gov  
**States Served:** Alabama; Florida; Georgia; Louisiana; Mississippi; North Carolina; South Carolina
- ***Chicago Regional Office***  
**Phone:** (630) 288-9200 or 1-800-865-6384  
**E-mail:** Chicago.Regional.Office@census.gov  
**States Served:** Arkansas; Illinois; Indiana; Iowa; Michigan; Minnesota; Missouri; Wisconsin
- ***Denver Regional Office***  
**Phone:** (720) 962-3700 or 1-800-852-6159  
**E-mail:** Denver.Regional.Office@census.gov  
**States Served:** Arizona; Colorado; Kansas; Montana; Nebraska; New Mexico; North Dakota; Oklahoma; South Dakota; Texas; Utah; Wyoming
- ***Los Angeles Regional Office***  
**Phone:** (818) 267-1700 or 1-800-992-3530  
**E-mail:** Los.Angeles.Regional.Office@census.gov  
**States Served:** Alaska; California; Hawaii; Idaho; Nevada; Oregon; Washington
- ***New York Regional Office***  
**Phone:** (212) 584-3400 or 1-800-991-2520  
**E-mail:** New.York.Regional.Office@census.gov  
**States Served:** Connecticut; Maine; Massachusetts; New Hampshire; New Jersey; New York; Puerto Rico; Rhode Island; Vermont
- ***Philadelphia Regional Office***  
**Phone:** (215) 717-1800 or 1-800-262-4236  
**E-mail:** Philadelphia.Regional.Office@census.gov  
**States Served:** Delaware; District of Columbia; Kentucky; Maryland; Ohio; Pennsylvania; Tennessee; Virginia; West Virginia